

HOME BASE IOWA

The graphic for the word 'IOWA' features a stylized outline of the state of Iowa. The interior of the state is divided into two sections: the upper left portion is dark blue with a single yellow five-pointed star, and the lower right portion consists of several parallel red and white diagonal stripes, mimicking the design of the American flag.

June 2015

Deployment to Employment

- Governor Branstad and General Orr recognized an opportunity to honor veterans and bridge Iowa's skills gap. This opportunity has now become known as the Home Base Iowa program.
- Home Base Iowa is a non-profit, private-public partnership to recruit Veterans and transitioning Service Members for private-sector careers in Iowa.

Chairpersons: Bob Myers, CEO, Casey's
Honorable Leonard Boswell



Home Base Iowa Act

Provides the following incentives for veterans:

- Military Pension Income Tax Exemption
- Increased funding for \$5000 Military Homeowner Assistance
- Permissive Veteran Preference in Employment
- Streamlines Occupational Licensure
- Automatic In-State Tuition for Veterans, Spouses and Dependents





Home Base Iowa Program: Communities, Businesses and CHAMPS

Home Base Iowa Communities

- With widespread community support, Home Base Iowa communities offer Iowa a distinct advantage:
 - Designated area may include a city, county or region
 - 10% of area businesses with potential to hire committed to hire veterans
 - Incentives above and beyond incentives in Home Base Iowa Act
 - Signage
 - Government-level support with key stakeholder involvement: local veteran organizations, businesses, economic development organizations and schools

Home Base Iowa Communities

Greene County:

- \$2,000 relocation
- 100% three-year property tax abatement
- Eliminated closing costs
- Central housing and one-step online application

Floyd County:

- \$10,000 interest free for five years for housing

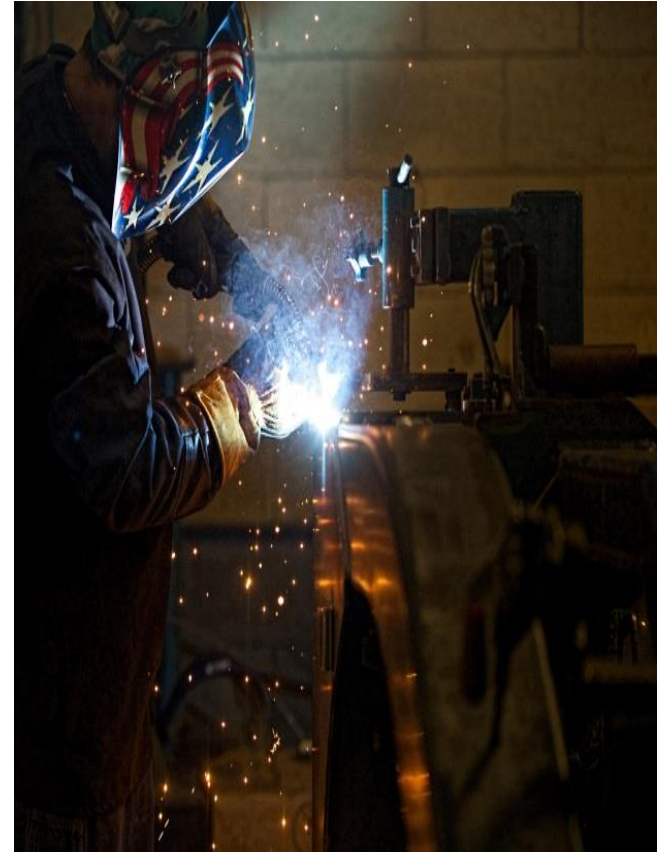
Others: Carroll, Clarke, Clay, Dubuque, Franklin, Hancock, Howard, Humboldt, Mitchell, Muscatine, Story, Union, Webster Counties and Cities of Johnston, Marion and Sioux City

In the Works: A majority of the rest of the state



Home Base Iowa Businesses

- Pledge to hire Veterans
- Post jobs on homebaseiowa.gov
- Nearly 900 Iowa businesses and more than 10,000 jobs pledged
- Primary need: Access to talent



Home Base Iowa CHAMPS

Home Base Iowa Certified Higher Academic Military Partners (CHAMPS) have committed to address challenges that military members face as they transition to education

- UNI, ISU, UI
- University of Dubuque
- Upper Iowa University
- Mercy College of Health Sciences
- DMACC
- Eastern Iowa CC
- Hawkeye CC
- Iowa Central CC
- Kirkwood CC
- NIACC
- WITCC
- Mount Mercy University

Data and Matching

Data on Skills Demand

Workforce Needs Assessment (IWD 2013)

- 27,816 current vacancies tracked by occupational code
- No IBC companies participating

Personal Care & Service	37,030
Healthcare Support	45,030
Architecture & Engineering	18,500
Construction & Extraction	57,470
Computer & Mathematical Science NexN	28,510
Farming, Fishing & Forestry	5,690
Production	150,420
Installation, Maintenance & Repair	63,400
Healthcare Practitioner & Technical	82,040
Transportation & Material Moving	111,590

Iowa Business Council Survey

- Retirement eligible today to 2021 by job code:
13 companies with 24,300 jobs
- Job growth to 2021 by job code:
22 responses for 4,400 jobs
- Hardest jobs to fill:
20 responses had 58 job classifications

MATCHING VETERANS TO SKILL DEMAND AND EDUCATION

DEMAND: ROBUST DATA

Current and projected skills needs:

- IWD
- IBC Surveys
- Trades
- Other

EDUCATION/TRAINING TO CLOSE SKILL GAPS:

- Bachelor degree
- Mid-level skills training
- Apprenticeships
- College advisors
- College vet reps

JOB MATCHING THROUGH:

- HBI web site
- IWD/County vet reps
- JCEP
- Job fairs
- VERGs
- Veteran friendly HR practices

SUPPLY: HYPER TARGETING

Qualified military skills by location:

- Branch
- Installation
- MOS
- Downsizing
- Self-identified
- Outplacement specialists
- Family/friends
- Education census

RESULTS

- Population growth – veterans and families attracted to Iowa
- Skills gaps reduced
- Increased employment of veterans
- Attract military service members, veterans and families to higher education

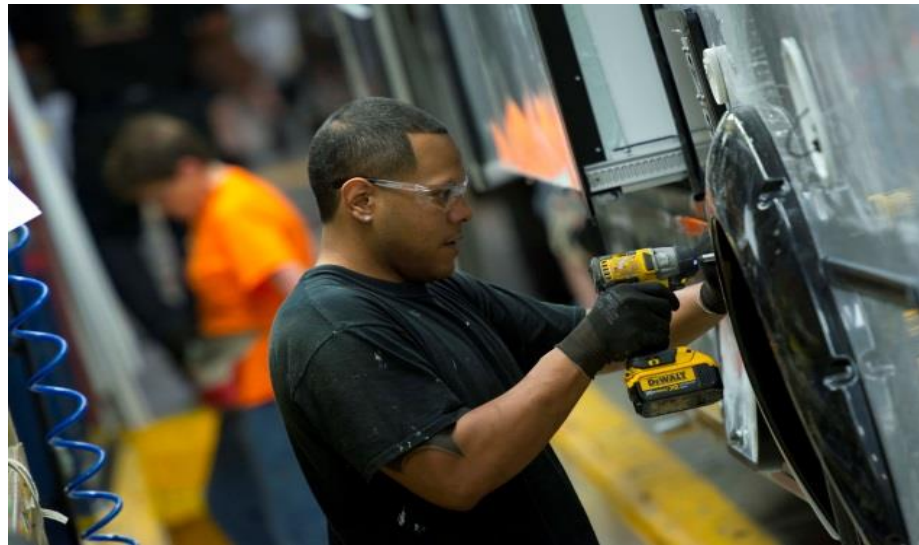
Home Base Iowa Matching

- Search careers through HomeBaselowa.org:
 - Career opportunities
 - Hiring companies
 - Searchable by MOS/military title/position/company/location
 - Concierge-level service upon request. Next steps depend on Service Member preference:
 - Position, Pay, Location, Other factors
- Over **1,300** Veterans hired
 - IBC Hires
 - Concierge matching

Home Base Iowa Marketing

Marketing Plan

- Marketing efforts are directed to recruit Veterans and transitioning Service Members to careers, communities and continued service in Iowa.
- Hyper-targeted matching demand skills with supply skills by location
- Include both current jobs for immediate matching *and* educational opportunity for future needs



Home Base Iowa Marketing


- Targeted advertising in 2015
- Direct outreach to military installations and key influencers
- Key training opportunities: Bragg, Benning, Offut
- Public relations
- Social media



Social

Today

Brandon Blank, Jhessa Martins and 40 other people like your photo. 27 likes



Like · 23 · January 22 at 11:29pm

Will Owens Yeah, got to give our officers a little crap ..lol
Like · January 22 at 11:49pm

Write a reply...

Calan Olson Meredith Jane Jacob Stevens Mathew Davis Michael Berry check me out, not even in the army anymore yet somehow im on a va post lol
Like · Reply · 6 · January 23 at 6:29pm

Jonathan Ryan Maybe you should tighten up that chin strap
Like · January 24 at 7:52pm

Jonathan Ryan And put on that eye pro
Like · January 24 at 7:52pm

Calan Olson Haha, you've obviously never been deployed
Like · 1 · January 24 at 8:07pm

Jonathan Ryan You must be talking to the guy with two purple hearts
Like · 21 hrs

Write a reply...

Write a comment...

Home Base Iowa

Our Website

Get the people you care about to visit your website

Rob Wiley likes your link. "One week from today..." 9:35pm

Rob Wiley likes your post. "More than 250 Vetera..." 9:31pm

Leon Just shared Home Base Iowa's photo. "Did you know the Mil..." 4:14pm

Upcoming Career Fairs

- **May 20** - Mega Career Fair at Club Hood at Fort Hood, TX
- **July 22** - Hiring Our Heroes event at River Centre in Quad Cities
- **August 5** - Career event at Fort Benning, GA
- **September 12** - MOAA Career Fair, Air & Space Museum, Washington DC
- **September 16** - Mega Career Fair at Club Hood at Fort Hood, TX
- **October 29** – Offut AFB
- **November 5** - Hiring Our Heroes event in Des Moines, IA

Increasing Recognition

- In March, Iowa designated an All-Vet State by “Hiring Our Heroes” (U.S. Chamber of Commerce)
- Iowa is first state recognized through “Hilton Honors” -- Military can use Hilton Honors points for career, interviews and/or relocation travel
- In July, Iowa named the third “Get Skills to Work State” by the Manufacturing Institute (NAM)
- Nov 2014, **Iowa featured as a Top Military-Friendly State** by *Military Officer* (MOAA)
- April 2015, National Award from American Legion

Key Partnerships

Iowa National Guard

Private Sector

- Iowa Business Council
- Association of Business and Industry
- Economic Development Organizations
- Iowa Businesses
- ESGR



Communities and State Agencies

Additional Organizations

- Dept of Defense
- NAM and US Chamber of Commerce
- MOAA, American Legion and Veterans Coalition

Fundraising

- Raised so far: \$1,244,000 private funds
- Goal: \$5 million through 2018
 - Casey's General Stores
 - Hy-Vee
 - MidAmerican Energy
 - Principal Financial Group
 - Wells Enterprises
 - Master Builders of Iowa
 - Prairie Meadows
 - Riverside Casino
 - Flint Hills Resources

HOME BASE IOWA

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